SECTION I: AMENDMENTS TO THE CLAIMS

Please amend claims 18 and 20 as set out in the following complete listing of the claims of the present application.

1. (Previously Presented) A method of enabling an electronic transaction, the method comprising:

providing storable electronic content to a user,

providing an electronic application to the user that restricts user access to the storable electronic content; and

subsequent to the user being provided with the storable electronic content, providing electronic advertising content to the user, the electronic advertising content comprising control commands that are receivable from a party other than the user and that are generated upon the user selecting and playing the electronic advertising content, the control commands enabling the electronic application to render the electronic content accessible to the user;

wherein the control commands are separately transmitted each time the electronic application renders the electronic content accessible to the user, the method comprising maintaining a count of a number of times that the control commands are transmitted.

2. (Previously Presented) The method of claim 1, wherein the storable electronic content and the electronic application are stored on a portable wireless device, and wherein providing the control commands comprises connecting the portable wireless device to a server; and transmitting the control commands from the server to the portable wireless device.

3. (Cancelled).

4. (Previously Presented) The method of claim 2, further comprising the denying the transmittal of the control commands if the count exceeds a given number.

5. (Original) The method of claim 2, wherein the electronic application is only enabled to render the electronic content while the portable wireless device is connected to the server.

6. (Previously Presented) The method of claim 2, comprising receiving a user identification at the server from the user each time the portable wireless device is connected to the server, and maintaining a count of a number of times the user identification is received from the user.

7. (Previously Presented) The method of claim 2, wherein the electronic content contains a plurality of electronic content portions and wherein corresponding control commands are required to be separately provided each time the electronic application renders one of the plurality of electronic content portions, the method comprising the transmitting of a particular control command in response to a request from the user containing a user identification, wherein the request is for the particular control command; maintaining a count of a number of times each particular control command is transmitted to the user.

8. (Previously Presented) The method of claim 7, comprising providing unrequested keys determined from the count.

9. (Previously Presented) The method of claim 7, comprising providing the electronic advertising content determined from the count, wherein the electronic advertising content is renderable by the electronic application.

10. (Original) The method of claim 1, wherein the electronic content contains a plurality of electronic content portions and wherein a corresponding control command is required to be separately provided each time the electronic application renders one of the plurality of electronic content portions.

11. (Previously Presented) The method of claim 1, wherein the electronic advertising content is renderable by the electronic application.

12. (Original) The method of claim 11, wherein the electronic application renders the electronic content and the electronic advertising content in a determined order.

13. (Previously Presented) The method of claim 12, wherein the playing of the electronic advertising by the electronic application renders the electronic content accessible to the user.

14. (Original) The method of claim 11, wherein the electronic advertising is provided together with the electronic content.

15. (Previously Presented) The method of claim 11, wherein the storable electronic content and the electronic application are stored on a portable wireless device, and wherein providing the control commands comprises connecting the portable wireless device to a server; determining a geographic region where the portable wireless device is located; identifying electronic advertising for the determined geographic region; and transmitting the control commands and the identified electronic advertising from the server to the portable wireless device.

16. (Original) The method of claim 1, wherein the control commands control at least one of the selection and order of rendering the electronic content.

17. (Original) The method of claim 1, wherein the electronic content is at least one of audio content and video content.

18. (Currently Amended) A method of enabling an electronic transaction, the method comprising the acts of:

providing storable electronic content to a user;

providing an electronic application to the user that restricts user access to the storable electronic content; and

subsequent to the user being provided with the storable electronic content, determining electronic advertising based on a personal profile for the user and providing control commands in the form of the determined electronic advertising to the user that are receivable from a party that desires the determined electronic advertising be provided to the user, the selecting and playing of the electronic advertising by the user initiating the operation of the control commands enabling the electronic application to render the electronic content accessible to the user;

wherein the control commands are separately transmitted each time the electronic application renders the electronic content accessible to the user, the method comprising maintaining a count of a number of times that the control commands are transmitted.

19. (Original) The method of claim 18, comprising the acts of: monitoring user selection of electronic content; providing an update to the personal profile based on a result of the monitoring.

20. (Currently Amended) A system for controlling access to content comprising:

a device having a media drive;

an application that accesses content from a medium inserted in the media drive; and

a service separate from the device that provides control commands to the application for controlling access to content from the medium when inserted in the media drive;

wherein the control commands are generated by the selecting and playing of advertising by the user on the device; [[and]]

wherein access to content is restricted by the application in the absence of the control commands; and

wherein the control commands are separately transmitted each time the electronic application renders the electronic content accessible to the user, the method comprising maintaining a count of a number of times that the control commands are transmitted.

21. (Previously Presented) The system of claim 20, wherein the device further comprises a portable wireless device.

22. (Previously Presented) The system of claim 21, wherein the portable wireless device is a mobile phone.

23. (Previously Presented) The system of claim 22, wherein the media drive is an optical disc drive.

24. (Previously Presented) The system of claim 20, wherein the control commands are provided wirelessly to the device.

25. (Previously Presented) The system of claim 24, wherein the service provides the control commands wirelessly to the device.

26. (Previously Presented) The system of claim 25, wherein the content is audio and/or video content.

27. (Previously Presented) The system of claim 20, wherein the medium further comprises a plurality of content portions, and wherein the control commands determine the order in which the content portions are accessed.

28. (Previously Presented) The system of claim 20, wherein access to content is controlled by rendering of the advertising on the device.

29. (Previously Presented) The system of claim 20, wherein the service collects user feedback about the content.

30. (Previously Presented) The system of claim 29, wherein the user feedback is collected via user manipulation of the device.

31. (Previously Presented) The system of claim 29, wherein the control commands incorporate the user feedback.

32. (Previously Presented) The system of claim 20, wherein the insertion of the medium into the media drive initiates a communication between the device and the service.

33. (Previously Presented) The system of claim 20, wherein the provision of control commands is dependent on a constant communication between the device and the service.

34. (Previously Presented) The system of claim 20, wherein the control commands control the number of times that content is accessed from the medium.